

Message Text

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73

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 TRSE-00 SAJ-01 CIAE-00 DODE-00

INR-07 NSAE-00 PA-01 USIA-06 PRS-01 SP-02 PM-04

NSC-05 SS-15 /062 W

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R 081740Z DEC 76

FM USMISSION USBERLIN

TO SECSTATE WASHDC 3566

INFO USDOC WASHDC UNN

AMEMBASSY BERLIN UNN

AMEMBASSY BONN

AMEMBASSY LONDON

AMEMBASSY MOSCOW

AMEMBASSY PARIS

C O N F I D E N T I A L USBERLIN 2636

USDOC FOR BEWT

E.O.11652: GDS

TAGS: BEXP, EALR, EEWT, PFOR, FR, GE, GW, WB, UR, UK

SUBJ: SOVIET EXPORT EXHIBITION, WEST BERLIN, NOV26-DEC 5

REF: A) USBERLIN 2594(NOTAL) B) BONN 19929

1. SUMMARY:

SOVIET " EXPORT EXHIBITION" HELD IN WEST
BERLIN NOVEMBER 26-DECEMBER 5 WAS ONLY MILD COMMERCIAL
SUCCESS, BUT NO DOUBT IMPROVED SOVIET IMAGE, AT LEAST
AMONG THEIR FRIENDS HERE. SOVIETS INVITED FEDERAL
PRESIDENT SCHEEL TO SHOW AND ACCEPTED HIS PRESENCE IN
WEST BERLIN FOR EVENT. CONSIDERABLE VOLUME OF POLITICAL
PROPAGANDA DISPLAYED DESPITE ALLIED WARNING THAT SUCH
DISPLAY WAS INAPPROPRIATE.
END SUMMARY.

2. SOVIET CHAMBER OF FOREIGN TRADE, BACKED BY SOVIET
CONSULATE WEST BERLIN, HELD EXPORT EXHIBITION WITH
ALLIED PERMISSION IN HALL 17 (4,000 SQ METERS) OF
BERLIN FAIR GROUNDS (AMK) IN BRITISH SECTOR FROM
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NOVEMBER26-DECEMBER 5, 1976. SOVIETS HELD LAST SUCH
EXHIBIT THERE IN 1973.

3. FAIR'S DIRECTOR, PAVEL TSCHERVJZKOV, INVITED FRG PRESIDENT WALTER SCHEEL TO TOUR EXHIBITION. SCHEEL DID SO ON NOVEMBER 29 IN COMPANY OF BERLIN ECONOMICS SENATOR AND MAYOR WOLFGANG LUEDER. IN EXCHANGE FOR PUBLICITY FOR THEIR EVENT, SOVIETS WERE APPARENTLY PREPARED ACCEPT AND EVEN WELCOME PRESENCE OF FRG FEDERAL PRESIDENT IN WEST BERLIN (REF A).

4. TWENTY-THREE SOVIET FOREIGN TRADE ORGANIZATIONS PLUS SEVERAL OF THEIR WEST BERLIN BUSINESS PARTNERS WERE REPRESENTED. "EXPORT EXHIBITION" WAS IN FACT AN ALL-PURPOSE FAIR DESIGNED TO POLISH RUSSIAN IMAGE WITH WEST BERLINERS. FAIR FEATURED HIGH-TECHNOLOGY ITEMS (MODELS OF ATOMIC REACTORS, EXPERIMENTAL ATOMIC FUSION PLANT, LASER WELDER) FOR WHICH SALES PROSPECTS IN BERLIN ARE VIRTUALLY NIL; SPACE MODELS; CONSUMER ITEMS SOLD ABROAD, HANDICRAFTS; AN ART SHOW; A MOVIE THEATER AND VARIOUS CULTURAL PRESENTATIONS; PLUS LARGE AMOUNTS OF POLITICAL PROPAGANDA MATERIAL IN SEVERAL LANGUAGES AND NUMEROUS GUEST BOOKS FOR FRIENDS TO SIGN. DISPLAY AND DISTRIBUTION OF PROPAGANDA MATERIALS WAS IN SPITE OF ADVICE BY ALLIED KOMMANDATURA, CONTAINED IN LETTER LICENSING VARIOUS MATERIALS REQUIRING AK LICENSE, THAT DISPLAY OF POLITICAL LITERATURE WOULD NOT REPEAT NOT BE APPROPRIATE.

5. SOVIETS SOUGHT TO EMPHASIZE GROWING TRADE TIES WITH WEST BERLIN SINCE FOUR-POWER AGREEMENT. AS RESULT, THEY EXAGGERATED CLAIMS ON NUMBERS OF VISITORS AND AMOUNT OF BUSINESS. THEIR FINAL REPORT LISTS 50,000 VISITORS AND CLAIMS SALES OF 70 MILLION DM. BERLIN SENATE ESTIMATED ONLY 15,000 VISITORS (PROBABLY CLOSER TO TRUTH). FINAL SALES FIGURES AS YET UNAVAILABLE, BUT 70 MILLION DM APPEARS TO US GROSSLY INFLATED.

6. COMMENT: SOVIET'S IGNORING OF ALLIED STRICTURES ON THEIR POLITICAL PROPAGANDA WILL HAVE TO BE TAKEN INTO ACCOUNT WHEN SOVIETS APPLY FOR A REPEAT OF THIS
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EVENT. HEAD OF SOVIET FOREIGN TRADE OFFICES IN BERLIN HAS STATED ANOTHER SUCH FAIR WILL BE HELD IN TWO OR THREE YEARS.

7. AIRGRAM ON FAIR FOLLOWS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE FAIRS, EXHIBITS, BERLIN QUADRIPARTITE MATTERS
Control Number: n/a
Copy: SINGLE
Draft Date: 08 DEC 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: coburnhl
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976USBERL02636
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: GS
Errors: N/A
Film Number: D760454-0590
From: USBERLIN
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19761260/aaaabzxx.tel
Line Count: 111
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: 76 USBERLIN 2594, 76 BONN 19929
Review Action: RELEASED, APPROVED
Review Authority: coburnhl
Review Comment: n/a
Review Content Flags:
Review Date: 23 APR 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <23 APR 2004 by BoyleJA>; APPROVED <16 AUG 2004 by coburnhl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: SOVIET EXPORT EXHIBITION, WEST BERLIN, NOV26-DEC 5
TAGS: BEXP, EALR, EEWT, PFOR, FR, GC, GE, WB, UR, UK
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006